THE POTENTIAL AND DIRECTION FOR TOURISM DEVELOPMENT AFTER COVID-19 IN VIETNAM

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Tourism is a well-known economic sector that plays an important role in the economic, political, and social development, as well as the protection of natural resources and the environment. Tourism development will contribute to monetary restructuring, bring in national budget revenue, attract investment capital, and export local goods, all of which will have an impact on the development of related monetary sectors (Giang, 2021).

In current years, Vietnam's tourism industry has seen many innovations and is becoming increasingly well-known around the world, with many domestic locations being voted as the most popular destinations for international tourists. As a result, we can clearly see our country's potential for tourism development. That capability is wealthy and numerous with inside the following aspects:

Historical - cultural relic: A historic - cultural relic is a creation paintings, region, relics, antiquities, country wide treasures belonging to that paintings or region having cultural or historic value. , floriculture. Vietnam has many well-known historic sites. In which, there are 8 cultural heritages identified with the aid of using the arena as cultural heritages. This is a instead big variety that now no longer most effective indicates the wealthy records however additionally the tourism capacity of Vietnam (Đinh Thị Tuyết , Nguyễn Thị Thu Thủy , Đỗ Văn Phúc , Trần Việt Hoàng, 2021).

Landmark: A scenic spot or scenic spot is an herbal panorama or an area with a mixture of herbal landscapes and architectural works of historical, aesthetic or medical value. With the weather and topography in our country, the panorama may be very diverse: Vietnam has 32 countrywide parks, scattered throughout all elements of the country. Typical examples may be stated as: Du Gia - Dong Van stone plateau, Tam Dao, Ba Vi, Cuc Phuong, B Phong Nha - Ke Bang, Tram Chim, Ca Mau cape, U Minh Ha, U Minh Thuong, Phu Quoc, Con Dao,... In which, there are four locations diagnosed as ASEAN Heritage Sites, one diagnosed as an international herbal heritage (Phong Nha - Ke Bang). Vietnam's cave machine is likewise very rich, placed specifically with inside the north of the country. Vietnam ranks twenty seventh out of 156 coastal international locations withinside the international with a hundred twenty-five beaches, maximum of which might be stunning beaches. Vietnam is one in every of 12 international locations with the maximum stunning bays with inside the international, Ha Long Bay and Nha Trang Bay. A machine of ponds, lakes and an interlaced community of rivers with almost 2360 massive and small rivers. There are four hundred reasserts of warm springs from forty to a hundred and twenty stages Celsius. Many springs have correct infrastructure which includes Dam Rong, Lam Dong; Kim Boi, Hoa Binh; Binh Chau, Ba Ria Vung Tau, ...

Culture: Talking approximately lifestyle, it's far not possible now no longer to say the lengthy records of the nation's development. Experiencing many ups and downs, Vietnamese lifestyle has each functions and an aggregate of many distinct cultural streams. (Q.-H. Vuong et al., 2019; Q. H. Vuong et al., 2018). In addition, Vietnam has fifty-four ethnic companies residing together, every ethnic institution has its personal different capabilities in life, customs and habits. These elements integrate to create a range in artwork and tune forms. Theatrical arts may be cited inclusive of water puppetry, cheo, tuong, cai luong, etc. In phrases of tune, it's far even richer with chau van, quan ho, ca tru, royal tune, World financial integration and globalization fashion make our tradition deliver each conventional and present day capabilities. When it involves tradition, there may be additionally environmental tradition (Khuc, 2021b, 2021a; Q.-H. Vuong, 2021; Q. H. Vuong, 2021; Q. H. Vuong et al., 2021; Khuc, Q. Van, 2022). This is an ideological cluster advanced with the aid of using Professor Vuong Quan Hoang and his associates. The tourism enterprise cannot be separated from subculture, which includes environmental subculture. Therefore, if efficaciously converted and nicely practiced, this

environmental subculture cluster will assist sell and enhance the nice of environmental offerings notably in Vietnam.

Festivals: Vietnamese galas are cultural activities prepared with the aid of using the community. "Certificate" is a device of acts and moves to reveal appreciate for the gods, reflecting people's valid desires in the front of a lifestyles that they themselves have now no longer been capable of fulfill. "Association" is the cultural, non-secular and inventive sports of the community, derived from the desires of lifestyles.

However, due to the effect of the Covid-19 pandemic, tourism in Vietnam is likewise going through many difficulties. Tourism is the primary enterprise to be critically affected, however it's also one of the industries which might be probably to get better soon. Therefore, it's miles vital to have particular instructions to conquer the results and broaden the tourism enterprise after Covid-19 (Thuy, Nhan, et al., 2021).

In the situation that the foreign tourism market and international tourists are almost untapped, the domestic tourism market is becoming a key in the recovery of Vietnam's tourism industry. Therefore, on the afternoon of September 28, 2021, in Hanoi, the Vietnam Tourism Association held a ceremony to launch the "Domestic Tourism Recovery Program" nationwide with the orientation of developing and overcoming the consequences of the pandemic. Covid-19. The Program's objective is to transform tourism activities into the "new normal", building tourism into a safe tourism economy. The tourism industry will strictly follow the guidance of the health authorities, and at the same time organize tourism activities flexibly, adaptively and effectively with the actual situation of epidemic prevention and control. Safety factor has become a requirement, a mandatory content in all tourism activities. Tourism experts say that an issue that needs to be done right from this stage is to vaccinate people working in the tourism industry. People working in the tourism industry must be considered as frontline soldiers on the economic front.

Therefore, it is far vital to growth the charge of vaccination towards COVID-19 for the complete population (Nguyen et al., 2021; Van Khuc et al., 2021), in particular the employees with inside the tourism industry, equip them with guns for them to operate, and travelers whilst coming to Vietnam additionally experience stable due to the fact they're covered and safe.

Currently, there are some of localities which have vaccinated their team of workers with inside the tourism industry.

According to experts, similarly to vaccinating the workforce, tourism businesses, the gadgets that create tourism deliver merchandise want to create particular merchandise, now no longer following the path. In particular, as opposed to competing simplest on charge as before, now the tourism enterprise should alternate unexpectedly and cognizance extra deeply on the "quality" of merchandise...

In addition, the State has additionally implemented many rules to stimulate tourism call for the cause of restoring the tourism industry. (La et al., 2020; Thuy, Hoang, et al., 2021). With the theme "Green connection for tourism in Vietnam", these software pursuits to first reply to repair home tourism, on the premise of flexibly, adaptively and correctly adapting to real developments. of the epidemic, step by step restoring tourism with inside the context of residing with Covid-19. Businesses and localities consider that selling home tourism among "inexperienced zones" at the moment will assist corporations revive, specifically with inside the modern-day context, tourism corporations are nearly exhausted because of Although the following time tourism sports cannot take location freely and spontaneously as before, they want control. All events worried with inside the tourism deliver chain including travel, accommodation, destinations, dining, entertainment, etc. have to comply with "inexperienced" conditions. (Huong, 2017).

In addition, Vietnam is likewise thinking about permitting worldwide vacationers to go back with inside the new situation. Initially, it'll be piloted in a few localities and step by step elevated in stages and worldwide markets. Allowing the pilot of a vaccine passport is taken into consideration a critical premise to keep the tourism enterprise and step by step adapt to the brand new post-COVID-19 situation. (An, 2021). This is taken into consideration a plan to each make certain protection for epidemic prevention and manage and assist Vietnam's tourism progressively get better with inside the system of adapting to the brand new normal. The program "Restoring home home tourism" has additionally advanced its very own protection standards for vacationers 18 years of age and older and vacationers beneath 18 years of age. At the equal time, the Program units out necessities for traveler locations and lodging institutions such as: traveler locations in inexperienced regions and eligible to function consistent with the standards of protection towards epidemics; serving the quantity of visitors on the equal time

have to now no longer exceed 30-50% of the vacation spot capacity (specific via way of means of the vacation spot) (Quân, 2018).

In summary, the tourism industry has excellent potential to contribute to the country's economic development within the context of integration and post-COVID-19 (Chinh & Hoang, 2009). The promotion of inner potentials and the use of outside assets to free up this cap potential are dependent on a variety of factors, including appropriate policies, appropriate investment, tourism culture, environmental culture, and so on.

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